

Science Mission Directorate Policy

Policy and Requirements for SMD/HQ Public Engagement

SMD Policy Document SPD-21

Recommended by SMD Management Council, 11/18/10

Approved by SMD Associate Administrator, 11/22/10

Responsible SMD Official: SMD Lead for SMD/HQ Public Engagement

1. Public Engagement

- 1.1. Public Engagement for the Science Mission Directorate (SMD) is any event, activity, product, or communication tool (e.g., the SMD website) that informs and invites the participation of the general public or NASA/SMD stakeholders (i.e., OMB/OSTP and Congress) about or in the Science Directorate, its missions, and its discoveries.
- 1.2. Public Engagement is thus distinguishable from but overlapping with SMD's Education and Public Outreach (E/PO) and Office of Communications' Public Affairs functions.
- 1.3. The purpose of this document is to effectively coordinate SMD's activities associated with Public Engagement recognizing that there will be instances when such activities will need to be coordinated with the SMD E/PO and Office of Communications Public Affairs Leads to support activities with multiple audiences.

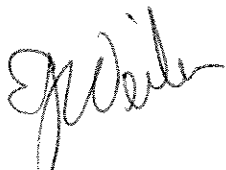
2. Principles

- 2.1. SMD requires a Public Engagement Program (PEP) to help fulfill the Space Act's requirement that the Agency "provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof". SMD's PEP will:
 - 2.1.1. Align with NASA's strategic goals and objectives
 - 2.1.2. Include metrics that assess how well the activities support NASA's strategic goals and objectives.
 - 2.1.3. Coordinate with other NASA HQ and Center outreach activities to ensure consistency in message and the greatest impact on the audience.
 - 2.1.4. Be strategic in distinguishing among its target audiences and shape its means and investment portfolio accordingly.
 - 2.1.5. Be representative of the entire Directorate, with specific events and means focused on one or more science divisions where appropriate.
 - 2.1.6. Be informative and spark children's interest in science and engineering, and enable adults to better see the value and pioneering nature of NASA science.

3. Management Requirements

- 3.1. SMD's PEP will be managed by a PEP Lead residing in the Strategic Integration & Management Division.

- 3.2. Each science division will designate a public engagement coordinator (or point of contact) responsible for supporting the development and implementation of SMD's PEP.
 - 3.3. A Public Engagement plan will be developed each year describing SMD's Public Engagement activities. The Public Engagement plan is considered a living document that will be adjusted accordingly to unexpected events throughout the year.
 - 3.4. The PEP Lead will regularly communicate with, and coordinate plans, activities, and schedules with the SMD E/PO and Office of Communications Public Affairs Leads.
4. Funding Requirements (HQ Only)
 - 4.1. An annual budget will be established by the SMD Associate Administrator to support SMD's Public Engagement activities.
5. Reporting, Review, and Approval Requirements
 - 5.1. The PEP Lead will convene a regular (weekly, monthly, or quarterly) Public Engagement Team (PET) meeting with the science division Public Engagement coordinators to discuss the status of existing activities and develop a strategy for supporting future Public Engagement events. The SMD E/PO and Office of Communications Public Affairs Leads (or their designee) will be invited to the PET meeting.
 - 5.2. The PET will have the authority to establish working groups, task teams or other sub-councils (e.g., the SMD Web Council) to support/evaluate unique elements of SMD's Public Engagement activities. The status of their activities will be reported regularly (weekly, monthly, or quarterly) to the PET.
 - 5.3. An evaluation plan with annual reporting will be developed assessing the impact of each Public Engagement event for reporting to SMD senior management and external stakeholders, and to determine if participation in the event should continue.



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